

Argument. Persuasion and Rhetoric Commercial Assignment.

Group Members:

You will use the elements of argument, persuasion and rhetoric to create and sell a product. This will be performed in front of the class.

1. Design your product.
 - a. What is your product?
 - b. What can it do?
 - c. How can it help the consumer?
 - d. What makes it better than other similar products?
2. Claim about your product:
 - a. Reason 1:
 - i. Evidence 1a:
 - ii. Evidence 1b:
 - b. Reason 2:
 - i. Evidence 2a:
 - ii. Evidence 2b:
 - c. Reason 3:
 - i. Evidence 3a:
 - ii. Evidence 3b:
3. Sell your product.
 - a. Use your assigned persuasion technique within your commercial.
 - b. You must use all three types of rhetoric.
 - c. It must include your claim with support (reason AND evidence)

- d. It must be scripted and practiced.
- e. EVERYONE in your group must have a part in the commercial.
- f. Visuals and props and costumes. Have fun and really sell your product.
- g. This IS a performance. Don't just get up and read in monotone.

4. You will be graded on:

Creativity and detail of product	/10
Effective inclusion of persuasive technique	/10
Stating claim and support	/10
Use of rhetoric devices	/10
All group members participate	/10
Effort and preparation	/10
Performance	/10
Total	/70